

Advisory Committee on Enforcement

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EXECUTIVE SUMMARY: PIRACY UNCOVERED: UNDERSTANDING CONSUMER PERCEPTION AND CONSUMPTION OF PIRATED CONTENT IN MALAYSIA AND VIET NAM*

*Document prepared by Ipsos, London, United Kingdom***

ABSTRACT

This report presents key findings from a consumer research survey examining attitudes and behaviors toward online content piracy in Malaysia and Viet Nam. The survey was conducted in January and February 2026, with 2,000 nationally representative respondents per country aged 18 to 65. The study found that access to pirated content is widespread in both Malaysia and Viet Nam across each of the surveyed content categories. Behaviors are entrenched, especially in Viet Nam, where the incidence of piracy is higher per category. Results also indicate that highlighting the potential negative impacts of piracy on an individual and obtaining better understanding of what consumers expect of official channels could lead to deterrents to encourage respondents to switch from pirate sources to official sources.

* The study was conducted with funds provided by the Government of Japan.

** The views expressed in this document are those of the author and not necessarily those of the Secretariat or of the Member States of WIPO.

EXECUTIVE SUMMARY

1. This document outlines the key findings from a research survey into consumer behaviors and attitudes toward online content piracy in Malaysia and Viet Nam. Survey fieldwork took place in January and February 2026, with a nationally representative sample of 2,000 respondents per country aged 18 to 65 in Malaysia and Viet Nam. In general, the overwhelming majority of adults aged 18 to 65 in Malaysia and Viet Nam are consumers of pirated content (93% and 94% respectively). This behavior was examined within the five content categories of TV, movies, music, publications and software. In Viet Nam, a higher proportion of consumers are likely to consume pirated content in all five categories (34%) compared to Malaysia (19%).
2. Despite the high incidence of piracy in each market, there is a strong overlap in the use of both pirated and official sources: across the content categories, almost all consumers of pirated works also consume content from the same category through an official source (ranging from 94% in Malaysia for publications, to 100% in Viet Nam for TV and movies). Further, the most used official sources are the same across the two markets.
3. Nonetheless, piracy still makes up a high proportion of annual consumption of content. In Malaysia, the proportion of piracy ranges from 42% of annual consumption of music to 33% of annual consumption of movies. The proportion is similar (but on a higher level) in Viet Nam, with piracy ranging from 49% of annual consumption of music to 39% of annual consumption of movies.
4. Both consumers and non-consumers of pirated content cite the danger of personal risk as an influential deterrent in using pirate sources. These dangers include personal security (e.g. being subject to identity theft, or having devices compromised by viruses, malware or ransomware) as well as the risk of prosecution. For content categories such as music, a belief that using pirate sources harms creators also seems to be an important deterrent.
5. Consumers of pirated content in both countries also report that key factors that would encourage them to switch from accessing pirate sources to using official sources relate to the experience of using official channels, such as wanting a broader content offering, greater convenience and lower price. In Malaysia specifically, consumers also mentioned content not being available in their local region.
6. Most consumers of pirated works also claim that if they were not able to access pirate sources, they would switch to an official channel rather than stop consumption of that content – at least 7 in 10 across the categories in each country.
7. The results summarized above reveal opportunities to expand the use of official channels within these two markets.

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